



SAN PEDRO PROPERTY OWNERS ALLIANCE MARKETING & BUSINESS DEVELOPMENT COMMITTEE MEETING

10:00 AM Open Session

Meeting Minutes

Thursday, March 27, 2014

Meeting Location: MCS – Harbor Business Source Center
455 W. 6th Street
San Pedro, CA 90731

1. CALL TO ORDER – Jayme Wilson, Chair

The meeting was called to order by Eric Eisenberg at 10:04 AM.

2. Committee Members –

√ Vincent DiMeglio, Property Owner *
√ Eric Eisenberg, Renaissance Group *
√ Jacob Eisenberg, Renaissance Group
√ Valerie Goodman, SPPOA
√ Warren Gunter, Property Owner
√ Alan Johnson, Jerico Development *
Liz Schindler Johnson, Grand Vision Foundation
√ Stephen Robbins, SPPOA *
Andrew Silber, The Whale & Ale
Camilla Townsend, POLA High School *
√ Erika Velazquez, San Pedro Chamber of Commerce
Morris Warschaw, Property Owner *
√ Jayme Wilson, Spirit Cruises *

* voting member

3. APPROVAL OF MINUTES – February 18, 2014 open session.

Motion by Johnson. Second by DiMeglio. Approved.

4. PUBLIC COMMENTS –

This opportunity is reserved for any public comments to the Board pursuant to the Brown Act with the understanding that no action may be taken, nor discussion conducted on un-agendized subjects. It is the Board's policy regarding that persons in the audience may address this Board in connection with any agenda item during the public comment period.

As provided by the Brown Act, the Board has limited each individual's speaking time to three minutes. Anyone desiring to speak during the public comment period must complete a speaker card and submit it to the Chair prior to the start of the meeting.

Renee O'Conner gave an update about the San Pedro International Film Festival and a Youth Film Intensive panel they are having April 12 – 13.

John Stinson shared that the San Pedro Art Association is having a Student Art Competition beginning in June. He also shared that there will be an SPAA fundraiser beer and wine tasting on April 25th at Ports O'Call Restaurant.

5. OLD BUSINESS

5.1 Broker Open House & Trolley Tour

Robbins has been trying to get in contact with Mike Harry of CBRE. Harry has been unable to attend meetings regarding the open house. An update will be provided at the next Marketing Committee meeting.

6. NEW BUSINESS

ACTION ITEMS

6.1 Marketing Support for Tall Ships Festival

Goodman met with the Tall Ships Festival event producer and has put together a marketing support package NTE \$2,500. Event marketing, event tickets and event presence are some of the items that will be included in the package.

Motion by Gunter. Second by Johnson. Approved.

NON-ACTION ITEMS

6.2 Presentations – Random Lengths News

Matt Highland with Random Lengths News made a presentation about advertising and sponsorship of their dining guide.

6.3 Cash Card Promotion

The Cash Card Promotion is scheduled to begin May 1 and run through June 15. The card will track visitor demographics and which District tourism attractions they are came from. All District businesses will be notified and asked to participate in the program.

7. UPDATES

7.1 Entertainment banners & ads

Entertainment banners and ads will be running this month online and in print. The ads feature the five entertainment venues located in the District and their upcoming shows.

7.2 Trolley schedule and signage

PBID will be changing the trolley schedule and route beginning April 1. The trolley will be running Saturdays – Sundays only, 12pm – 6pm. The trolley will no longer be stopping at Crafted or the Fanfare Fountain. Trolley passenger counts were provided for the Committee.

7.3 E-Newsletter

An E-Newsletter was launched in February. The E-Newsletter will be emailed out monthly and includes current information about District activities. PBID is also giving away District gift certificates to one subscriber every month.

7.4 Travelers' Radio

Travelers' Radio messages will be updated on holidays and during the Tall Ships Festival. PBID is also installing additional signs on the 110 freeway beginning at C Street.

7.5 Tourism Update

A Tourism Ambassador training session was held last month. We will be having monthly training sessions with the Ambassadors. IOWA passenger counts were also provided for the Committee.

8. NEXT REGULAR MEETING – April 15, 2014

9. ADJOURNMENT

The meeting was adjourned at 11:03 AM.